WINE AND VITICULTURE (WVIT)

WVIT Courses

WVIT 101. Orientation to Wine and Viticulture. 1 unit
CR/NC
Introduction to the wine and viticulture program. Emphasis on curriculum and career planning. Credit/No Credit grading only. 1 lecture.

WVIT 102. Global Wine and Viticulture. 4 units
Introduction to wine grape growing, winemaking, and wine business. Brief history and overview of major global wine regions, including growing conditions, grape varieties, winemaking styles, and wine business practices. 4 lectures.

WVIT 202. Fundamentals of Enology. 4 units
Prerequisite: CHEM 111 or CHEM 127.
Introduction to the science of winemaking: development of wine components in grapes, grape maturation, harvesting, pre-fermentation wine-making methods, alcoholic fermentation, malolactic fermentation, wine maturation and post fermentation practices, wine spoilage, maintenance of wine integrity. 4 lectures.

WVIT 233. Basic Viticulture. 4 units
Prerequisite: AEPS 120 or BOT 121; CHEM 127; and SS 120.
Fundamentals of grape growing, with emphasis on wine grapes. Fundamentals of vine anatomy and physiology, development and phenology, trellising systems, soils, climatic factors, vineyard establishment, grafting, irrigation, fertility, harvest practices, pruning, major pests, and major varieties and rootstocks. Not open to students with credit in WVIT 231. 4 lectures.

WVIT 270. Selected Topics. 1-4 units
Prerequisite: Open to undergraduate students and consent of instructor.
Directed group study of selected topics. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

WVIT 301. Wine Microbiology. 4 units
Prerequisite: MCRO majors must have MCRO 224; WVIT majors must have MCRO 221 or MCRO 224; and WVIT 202; open to MCRO or WVIT majors only.
Wine yeasts, bacteria, and molds: morphology and methods of identification; successful alcoholic and malolactic fermentations; management and prevention of unwanted microbial growth; microorganisms and flavor development. 3 lectures, 1 laboratory. Crosslisted as MCRO/WVIT 301.

WVIT 302. Wine Fermentation Laboratory. 2 units
Prerequisite: WVIT 202; WVIT major; and at least 18 years in age.
Alcoholic and malolactic fermentation, maturation, stabilization and bottling of finished wines. Not open to students with credit in WVIT 404, WVIT 405 or WVIT 406. 1 lecture, 1 laboratory.

WVIT 303. Wine Marketing. 4 units
Prerequisite: Open to undergraduate students and consent of instructor.
Wine pricing as it relates to quality, packaging, and service. Distribution options with emphasis on the three tier system, promotional strategies, including public relations, mass media advertising, personal selling, and direct marketing. Domestic and international marketplaces. 4 lectures.

WVIT 339. Internship Wine and Viticulture. 1-12 units
CR/NC
Prerequisite: WVIT 202; AEPS/WVIT 231 or WVIT 232 or WVIT 233; junior standing; and consent of internship instructor.
One or two quarters spent with an approved wine industry employer engaged in wine production or related agribusiness and viticulture activities. Applying and developing production and managerial skills and abilities. One unit of credit may be allowed for each full week of completed and reported internship. Total Major credit limited to 6 units. Total credit limited to 12 units. Credit/No Credit grading only.

WVIT 343. Branded Wine Marketing. 4 units
Prerequisite: AGB 212 or ECON 201 or ECON 221 or ECON 222.
Factors driving direct-to-consumer initiatives in the US wine business: tasting rooms, wine clubs/mailing lists, eCommerce, telemarketing, and events. Using current research and case studies to explore features of a direct-to-consumer approach, while facilitating compliance. Topics include: experiential marketing, social media, brand differentiation. 4 lectures.

WVIT 344. Direct to Consumer Wine Sales. 4 units
Prerequisite: WVIT or RPTA major. Co-requisite: AGB 212 or ECON 201 or ECON 221 or ECON 222.
Factors driving direct-to-consumer initiatives in the US wine business: tasting rooms, wine clubs/mailing lists, eCommerce, telemarketing, and events. Using current research and case studies to explore features of a direct-to-consumer approach, while facilitating compliance. Topics include: experiential marketing, social media, brand differentiation. 4 lectures.

WVIT 345. Wine Marketing Research and Market Analysis. 4 units
Prerequisite: STAT 217 or STAT 218; and WVIT 343.
Application of statistical theory to design research to examine the wine and grape markets. Research examining the evaluation of appropriate data collection methods, quantitative analyses, and interpretation of primary and secondary wine and grape industry data. 4 lectures. Formerly WVIT 444.
WVIT 365. Wine Analysis and Amelioration. 4 units
Prerequisite: WVIT 202; CHEM 312; and CHEM 313; for WVIT majors only.
Winery laboratory practices. Basic principles, techniques, and interpretation of common analyses for sugars, acidity, nitrogen, alcohol, volatile acidity, sulfur dioxide, phenols and color; wine and must amelioration, amendment effects, usage, calculations and procedures of addition. 3 lectures, 1 laboratory.

WVIT 400. Special Problems for Advanced Undergraduates. 1-4 units
Prerequisite: Consent of instructor.
Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 6 units, with a maximum of 4 units per quarter.

WVIT 404. Winemaking I. 4 units
Prerequisite: WVIT 202; WVIT 365; WVIT major; and at least 18 years in age.
Planning, managing and implementing harvest in the pilot winery; sanitation practices; monitoring grape maturity; handling juices and musts; alcoholic and malolactic fermentation, general cellar practices; sensory and laboratory analyses. 3 lectures, 1 laboratory.

WVIT 405. Winemaking II. 4 units
Prerequisite: WVIT 404; WVIT major; and at least 18 years in age.
Planning, managing and implementing harvest in the pilot winery; sanitation practices; monitoring and maintaining wine integrity; planning for bottling; blending trials; general cellar practices; sensory and laboratory analyses. 3 lectures, 1 laboratory.

WVIT 406. Winemaking III. 4 units
Prerequisite: WVIT 405; WVIT major; and at least 18 years in age.
Planning, managing and implementing the preparation of wine for bottling; blending; fining; filtration; bottling; conducting general cellar practices; sensory and laboratory analyses. 3 lectures, 1 laboratory.

WVIT 414. Grape Pest Management. 4 units
Prerequisite: AEPS/WVIT 231, WVIT 232 or WVIT 233; AEPS 313; AEPS/BOT 323.
Comprehensive survey of major grape pests including diseases, insects, weeds, vertebrates, and nematodes. Identification and biology of grape pests and natural enemies, monitoring, and integrated pest management (IPM) strategies, including cultural, biological, and chemical controls. Guest lectures. 3 lectures, 1 activity. Crosslisted as AEPS/WVIT 414.

WVIT 423. Wine Law and Compliance. 4 units
Prerequisite: WVIT 343.
Legal aspects of wine making/marketing. Emphasis of both Federal (Tax and Trade Bureau) and State business requirements as well as State and Federal regulations impacting winery and viticultural practices in California. 4 lectures.
WVIT 464. Senior Project - Enology and Viticulture. 4 units
Prerequisite: STAT 218; junior standing; completion of the Graduate Writing Requirement.

Completion of a research proposal and comprehensive literature review, including analysis of experimental results from published peer-reviewed articles in enology and/or viticulture. Written and oral presentations. 4 lectures.

WVIT 465. Senior Project - Research Experience in Enology or Viticulture. 2 units
Prerequisite: STAT 218; completion of the Graduate Writing Requirement; and consent of instructor.

Involvement in the experimental design, execution, data analysis and reporting of research under the direct supervision of faculty. Completion of several critiques of current peer-reviewed journal articles in enology and/or viticulture. Total credit limited to 4 units.

WVIT 470. Selected Advanced Topics. 1-4 units
Prerequisite: Consent of instructor.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

WVIT 471. Selected Advanced Laboratory. 1-4 units
Prerequisite: Consent of instructor.

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 laboratories.

WVIT 477. Advanced Wine Sensory Analysis. 4 units
Prerequisite: WVIT 301; WVIT 442; and at least 18 years in age.

Advanced sensory evaluation of wines. Human physiology and wine chemistry in the interphase of wine sensory analysis. Wine varieties and styles, including selected appellations of Spain, France, Germany, Italy, Chile, Argentina, South Africa, Australia, New Zealand, Canada, and United States. 3 lectures, 1 laboratory.